

**MODULE: Advanced Photography (course code BAJH-PA)**

**Griffith College Dublin – Journalism and Visual Media**

**Fall Semester**

***PRE-REQUISITE:* previous Photography experience**

### **Introduction**

Advanced Photography follows on from the Introduction to Photography in Year 1. Here the student is offered an advanced generic skills base in applied photography. The emphasis is on acquiring and advancing skills through a practical course that will be developed further in the elective modules of Commercial and Photojournalistic Photography that follow later in the second semester. The photographer will require a wide-ranging battery of skills and techniques if they are to fully contribute to the creative exploitation of the image. To this end, this module concentrates on the development and practice of these skills.

### **Module Aims**

This module aims to enable the student to:

- Significantly increase the students' skills base, bringing their work to commercial standards of expertise and artistry.
- Use Studio lighting and digital imaging techniques using industry-standard software.
- Increase confidence and expertise in the use of underpinning knowledge.

### **Module Learning Outcomes**

On successful completion of this module, the student should be able to:

- Utilise knowledge gained to design and or/develop Photographic projects using sophisticated equipment and techniques
- Competently construct and present photographic media areas using contemporary multimedia skills.
- Operate relevant equipment to a high technical standard.

### **Indicative Module Content**

#### **Studio Lighting 1:**

Electrical and physical safety in the studio, setting up and operating studio flash units, employing attachments, bouncing and diffusing lights.

#### **Studio Lighting 2:**

Basic lighting set-ups; direction, quality and intensity, multiple firing to increase power, measurement. Lighting for still-life, simple 'pack shot', 'product shot', table top, lighting for mood, coloured light.

Lighting people, portraiture, fashion.

**Studio Lighting 3:**

A guided practical session giving students hands-on experience under supervision.

**Medium Format Photography:**

A practical guide to the larger format cameras used in the studio. Their pros and cons.

**Digital Cameras:**

Dslr/compact/bridge cameras. File formats. RAW. White balance. Resolution. Storage devices.

**Feedback and Review:**

Proposals discussed, peer review of practice to date, technical queries.

**Input Devices:**

Uploading from camera, formats and actions. Flatbed and film scanner usage.

**Output Devices:**

Printers, CD, DVD, flash and external hard drives.

**Digital Darkroom:**

Digital imaging for photographers. Workflow and adjustments. Cropping and sizing.

**Practical:**

Time in which to shoot the necessary exteriors. Lecturer on duty.

**Feedback and Review:**

Group crit and tutorial participative sessions before final submission.

**Assessment**

This module will be assessed 100% (Continuous Assessment 100%) through the practical submission of three images using advanced skills learned and practised in this module. [For example: three composite images being: a full-frame standing and sitting photograph of someone in the studio, then pasted into a shot of the outside of a building (standing), and an interior (sitting), using contemporary photo editing software. The shots taken in the studio must replicate the lighting and angle-of-view of the ex-studio shots. The third image would be an enhanced portrait. Students are required to keep, and hand up, a log book including image research, class notes, preparation and planning.